

State Library of North Carolina

UPDATE

<http://statelibrary.dcr.state.nc.us>

August 2002

“Ambassador Corps” Formed

As a component of the LSTA Statewide Leadership Project Plan for *the very best place to start*, twenty talented, energetic library staff from around the state were recruited to support local library efforts in their promotional activities. This Ambassador Corps will work closely with the State Library to build partnerships to strengthen libraries' visibility.



During their inaugural meeting, the Ambassadors identified as their top priority finding ways to motivate front-line staff to promote the library through their day-to-day interaction with library patrons. Workshops will be presented in three pilot sites with plans to develop a model that can be used in libraries throughout the state. In addition, the Ambassadors plan to develop a listserv where librarians can post public relations and marketing questions.

The project team includes Peggy Barber and Lawrence Webster, marketing consultants, and Corps Chair Pam Jaskot, Public Relations Director of the Durham County Library. If you have questions or would like additional information, please feel free to e-mail Pam at <pjaskot@co.durham.nc.us>.

Virtual Reference

The Virtual Reference pilot project will continue in 2002-2003. The VR Advisory Committee is involved in three main activities at this time:

- discussing what the web page should look like when users begin their VR experience;
- planning to test the potential virtual reference software products to see how well they perform with NC LIVE databases; and
- developing an application process for libraries that wish to be partners in this pilot project.

Eight to twelve libraries will be accepted as partners. Staff from these libraries will receive training in the software and will participate in key decision-making sessions with the Advisory Committee and other partners. Partner libraries will be expected to allocate a minimum of 4-5 hours per week of staff time to provide virtual reference service to anyone who logs in during their shift. The committee hopes to begin the project with 40 hour per week coverage including evening and weekend hours.

Partner application forms will be available in September. Decisions about software and procedures will be made this fall. Current project plans call for the virtual reference service to start early in 2003.



Mark Your Calendar

Key Dates for 2003-2004 LSTA Grant Programs

- **October 10, 2002** Applications invited for Letters of Intent for specified 2003-04 grant programs
- **November 22, 2002** Letters of Intent due
- **December 20, 2002** Approved Letter of Intent applicants notified; Grant packages posted for all 2003-04 grant programs
- **February 20, 2003** All grant applications due for 2003-04 projects
- **June 5, 2003** Awards announced for 2003-04 projects

Key Dates for 2002-2003 LSTA Projects

Due dates for grant reimbursement requests:

- **October 15, 2002**
- **January 15, 2003**
- **April 15, 2003** (75% by this date)
- **July 15, 2003**

[Note: **June 30, 2003** is the date by which all project funds must be spent for 2002-03 projects.]

Library Services and Technology Act (LSTA)

2002-03 LSTA Grant Awards Announced

North Carolina's share of LSTA funds has now reached \$4,027,939 annually. On July 10th the State Library announced the award of 122 LSTA grants to libraries for projects that will be implemented in fiscal year 2002-2003. The total amount awarded in eight categories was \$1,683,147.

The following list provides some additional information about grants awarded to local libraries. The full award list can be found at <http://statelibrary.dcr.state.nc.us/lsta/lsta.htm>.

Grant Category	Maximum Award Available	Total \$\$ Awarded	Total # Awards	By Library Type
Basic Equipment	\$10,000	\$54,132	6	2 public 4 academic
Digitization	\$50,000	\$230,454	7	2 public 5 academic
Hispanic Services Project	(single library) \$50,000 (collaborative) \$75,000	\$189,069	5	5 public
Internet Infrastructure Improvement	\$50,000	\$322,984	10	7 public 3 academic
Planning	\$15,000	\$58,500	4	4 public
Powerful Partners Collaboration	\$50,000	\$181,385	6	5 public 1 school
School Library Collection Development	\$10,000	\$566,623	80	80 school
Technology Planning	(single library) \$20,000 (collaborative) \$35,000	\$80,000	4	3 public 1 academic

The LSTA Advisory Committee also approved \$1,814,070 for eleven projects with statewide impact.

Statewide Leadership Project	Amount Awarded
Collaborative Virtual Reference Pilot	\$106,685
Continuing Education for Technology	\$90,071
Libraries: The Very Best Place to Start	\$345,435
Master Trainer	\$121,285
NC LIVE Training	\$44,610
North Carolina ECHO	\$535,525
Planning, Evaluation, & Stakeholder Involvement	\$86,532
Public Library Statistics	\$77,064
Skills and Information for Success	\$285,934
Web-based Services Improvement	\$35,403

LSTA (continued)

LSTA Plan Nears Completion

LSTA Advisory Committee and State Library staff members have spent many hours this summer working on the new LSTA Plan that will provide the basis for North Carolina's use of LSTA funds during the years 2003–2007. At the State Library Commission's August 6th meeting, LSTA Advisory Committee chair and retired public library director Dale Gaddis presented an overview of the draft Plan which the Commission then endorsed. The Committee continued fine-tuning the Plan at their August 12th meeting in Raleigh. The completed document will be submitted to the federal Institute of Museum and Library Services (IMLS) by the end of August; IMLS must then review and approve the Plan. The Plan will be available on the State Library's LSTA web page by September.

New Advisory Committee Members

Three new appointees recently joined the LSTA Advisory Committee. Each individual will serve a three-year term from 2002–2005. The new members are Robert Busko, Director, Scotland County Memorial Library; Edna Cogdell, Director of Media Services, Cumberland County Schools; and Mike McCabe, Director, J. A. Jones Library, Brevard College. The nine-member LSTA Advisory Committee provides leadership for the federal library program in North Carolina. The committee advises the State Librarian on LSTA needs plans, priorities, and policies; on annual plans and funding priorities; and on evaluation of the LSTA program. Members who just completed their three-year terms are Kate Hickey, Director, Carol Grotnes Belk Library, Elon University; Willie Nelms, Director, Sheppard Memorial Library; and Karen Perry, Media Coordinator, Central Davidson Middle School.

Making Libraries Count

An LSTA-funded statewide leadership project will help North Carolina's public libraries make the most of their annual statistics by:

- purchasing an online library statistical analysis product, Bibliostat Connect;
- providing training that addresses how to use statistical data as a tool for communicating library needs and how to use data analysis and reporting tools; and
- thoughtfully reviewing the data elements currently collected.

The first series of one-day workshops will be held September 23rd–26th in four locations around the state. Keith Curry Lance, a nationally recognized authority on library statistics, will present "The Numbers Game:

Strategies for Collecting, Reporting and Using Data (To Get What You Want) in Public Library Settings." Library directors and staff involved in management and marketing of library services are encouraged to attend. A registration form is available on the State Library web site at <<http://statelibrary.dcr.state.nc.us/forms/stats/fall.htm>>.

A workgroup will study the measures currently collected in the annual survey and will make recommendations for improving collection and presentation of library data. Additional workshops will be held in Spring 2003 and will provide a hands-on learning opportunity to work with Bibliostat Connect using FY 2001–2002 data.



North Carolina ECHO

Digitization Starter Grants Available

In early August, the State Library announced the availability of a new LSTA grant program for 2002–2003: *Digitization Starter Grants*. The purpose of this program is to help public and academic libraries with little or no background or experience in digitization to "get started." Applicants may request up to \$8,000 for basic equipment for digitization. Funded libraries also will receive training in appropriate digitization techniques. There is no match required. Applications are due September 30th, and grants will be awarded November 1st.

The "Starter Grant" program is a component of the LSTA-funded project North Carolina ECHO ("*Exploring Cultural Heritage Online*"). NC ECHO's goal is to use digital technologies to broaden access to the unique collections housed in North Carolina's libraries, archives, museums, and other cultural institutions. The target library for this grant program:

- has primary research material (photographs, manuscripts, maps, pamphlets, etc.) which has already been arranged, cataloged, and is properly stored, AND
- lacks some or all of the equipment necessary to digitize, store, and make images accessible via the Internet, AND
- lacks staff trained to digitize these materials and to make them available via the Internet.

A requirement for recipient libraries is a staff member's attendance at a week-long North Carolina ECHO Digitization Institute to learn the standard digitization practices developed for ECHO and how to use the equipment. If recipient libraries do not have a staff member who attended the 2002 institute, they will be guaranteed a seat for the March 2003 institute.



North Carolina Center for the Book

<http://statelibrary.dcr.state.nc.us/ld/nccftb/cftb.htm>



Got poetry?

The Shepard-Pruden Memorial Library in Edenton will host the first *NC Reads NC: Our Poets Speak*, a six-session reading/discussion series on North Carolina poets and their art. Poet and ECU professor Luke Whisnant will lead the series beginning Monday, September 9th. Participants will read from two anthologies: Michael McFee's *The Language They Speak is Things to Eat* and Sally Buckner's *Word and Witness: 100 Years of North Carolina Poetry*. Programs will include viewing of video interviews with North Carolina poets from the *Poetry Live!* television series produced by WUNC-TV and hosted by Danny Romine Powell and Charles Kuralt. *NC Reads NC: Our Poets Speak* is sponsored by the North Carolina Center for the Book with major funding from the Humanities Extension Office at North Carolina State University and with additional support from the North Carolina Humanities Council. NCSU will fund programs in nine more libraries this fiscal year—interested? Contact Frannie Ashburn, Director, North Carolina Center for the Book, phone 919-733-2570 or e-mail fashburn@library.dcr.state.nc.us.

"As poet laureate I am hardly myself at all; I stand as representative for the power of poetry in North Carolina, past, present and future. . . . Writing is a lonely vocation, but just now I feel part of a large but closely knit family, whose roots reach back to our earliest beginning. Our common ancestor is Sir Walter Raleigh, the poet who founded our state."

Fred Chappell, North Carolina Poet Laureate

Let's talk about it, it's the adult thing to do.

Beginning around Labor Day, 15 public libraries across the state will host *Let's Talk About It* book discussions led by professors from area colleges and universities. Participants meet at the library for five sessions examining a central theme, discussing a different book each time with a different professor. In Wilson they're "Exploring the West... Whose West?", a look at the interactions between the very different peoples who produced today's West. Religion ("Faith Differences and Different Faiths") is the topic in Beaufort and in Columbia. In New Bern they're talking about "Family—The Way We Were, The Way We Are" and in Brevard the topic is "The Journey Inward: Women's Autobiography." Archdale is hosting "Mad Women in the Attic" and Hickory is solving "Mysteries: Clues to Who We Are." In Spruce Pine they're reading Latino literature in the "One Vision, Many Voices" series and African-American Literature is the topic in Durham. Tarboro will talk about "Rebirth of a Nation: Nationalism and the Civil War" and Rocky Mount will explore "What America Reads: Mythmaking in Modern American Fiction." "Working" is the topic in Waynesville and "Tar Heel Fiction" (old and new) will be read in Raleigh, West Jefferson, and Mount Airy. *Let's Talk About It* is a joint project of the North Carolina Center for the Book (a program of the State Library) and the North Carolina Humanities Council.

The Research Revolution: Science and the Shaping of Modern Life

Clones, plastics, robots, atoms...How scientific research has changed our lives

The Transylvania County Library in Brevard, the Braswell Memorial Library in Rocky Mount, and the Randall Library at UNC-Wilmington have been selected as national pilot sites for a new film viewing and discussion series from National Video Resources in partnership with ALA Public Programs, with major funding from the National Science Foundation. The project provides 50 libraries nationwide with the opportunity and resources to present a series of community programs around the theme of science and modern life. The programs will consist of screenings of award-winning documentary films, supported by scholar-led discussion. Six individual sessions will include films and discussion of such subjects as genetic engineering, the development of synthetic materials, military technology, and the changing understanding of the human body. After the pilot programs take place, the videos and other materials will be available for use in library programs statewide through the North Carolina Center for the Book.

From Rosie to Roosevelt, A Film History of Americans in World War II: The American Command

This series features documentary films on the admirals, generals, and presidents of the WWII era. Participants also will read from Studs Terkel's *The Good War: An Oral History of World War II*. The King Public Library in King and the Onslow County Public Library in Jacksonville both will host this series in the fall. *Where were you in World War II?*

Youth Services

Summer Reading '03

Even as librarians across the state are submitting their statistics for the 2002 Summer Reading Program, "Exercise Your Mind. . . Read!", the 2003 Summer Reading Committee is hard at work on preparations for the 2003 program, "Mission: R.E.A.D. (Reading: Exploration! Adventure! Discovery!)". The Committee is very excited about the artwork for the program materials, which are being designed and created by Chris Loyd, the talent responsible for the look of the Start Squad Kids' Portal <<http://startsquad.org>>. Summer Reading Program material will feature the characters of the Start Squad.

Quiz Bowl

In response to requests made on the evaluation forms from last year's workshops, the workshops for the 2003 program will be moved from November to the spring—dates and locations will be announced soon. And the 2002–03 Quiz Bowl Committee begins their work this fall. They will be reviewing the manuals and making necessary changes; creating and reviewing questions for the local, district, and state competitions; and planning the workshops.

Continuing Education

NC LIVE

The fall NC LIVE training schedule has been released and features workshops on NC LIVE Basics, NC LIVE Business Resources, NC LIVE Ready Reference, and NC LIVE Vendor Training. The brochure and registration form is available on the State Library web site at <<http://statelibrary.dcr.state.nc.us/ce/ceopps.htm>>.

Resource Sharing

Interlibrary loan training is now offered in 2 two-day workshops. The first workshop is an Introduction to OCLC Interlibrary Loan, and it covers basic searching and the essentials of functionality for both new and selective users of interlibrary loan. For more experienced staff, another series is scheduled: ILL Refresh and Review covers discussions of work flow alternatives and other more advanced topics in interlibrary loan. The announcement will be available on the Internet at <<http://statelibrary.dcr.state.nc.us/ce>>.

We want to hear from you!!

Provide comments or suggestions about workshops here: <<http://statelibrary.dcr.state.nc.us/forms/ceinterest.htm>>. In addition to the topical schedule with links to workshop locations and information on space available, a convenient chronological sequence of classes has been posted at <<http://statelibrary.dcr.state.nc.us/ce/chronolist.htm>>.

Corporate Connection

In a unique partnership with the State Library of North Carolina and the North Carolina Public Library Directors Association, Barnes and Noble Booksellers will hold voucher bookfairs in their North Carolina stores from September 18th–20th to benefit North Carolina Public Libraries. Over the past year, North Carolina Public Libraries have lost hundreds of thousands of dollars in state and local funding. Funds raised by these bookfairs will help public libraries purchase new books and avoid cutting back hours—critical services in the libraries' full range of educational and community outreach programs.

"...a giving idea for people who think knowledge is a worthy cause."—Dick Pahle, Director of Development & Marketing, Public Library of Charlotte and Mecklenburg County.

**Clip & Shop—Make copies & pass 'em on.
25% of what you spend benefits Public Libraries!**

BARNES & NOBLE BOOKSELLERS

BOOKFAIR VOUCHER

Location: Any Barnes & Noble Bookstore in North Carolina

I support the Bookfair for: North Carolina Libraries

Date & Time: September 18 - 20, 2002

(Optional)

Name: _____

Address: _____

E-Mail: _____

Present this voucher at the designated register at the time of purchase. A percent of the net sale will be donated to the organization according to the following chart:

Net sales:	Percent donated to organization:
< \$2,000	15%
\$2,000 - \$10,000	20%
> \$10,000	25%

The following transactions are not included in Bookfair totals:

The purchase of Gift Cards
The purchase of Readers' Advantage memberships
The purchase of café consumables

For Office Use Only:

Register #: _____ **Transaction #:** _____

Amount of sale before tax less purchases of Gift Cards, Readers' Advantage memberships and café consumables:
\$ _____

Numbers Speak Volumes

Selected State Library Statistics, FY2001-2002

Genealogical Services

- 10,073 people visited the Genealogy search room.
- 3,084 requests for information were filled.
- 168,735 items were used by visitors to the Genealogy search room.

Information Services Branch

- 14,156 new books, videos, serial titles, and state and federal documents were received, cataloged, processed, and added to the State Library's collection.
- 10,516 information requests were received.
- 8,650 Interlibrary Loan (ILL) requests were received from libraries of all types.
- 2,959 ILL referral requests were received from OCLC selective users.
- 35,393 state government publications were distributed to 26 depository libraries through the North Carolina State Publications Depository System.

Library for the Blind and Physically Handicapped

- 508,082 books on cassette tape or in braille or in large print format circulated. *For the second consecutive year circulation has topped 1/2 million!*
- 10,049 citizens whose disabilities prevent their reading standard print borrowed materials from the LBPH.
- 289 institutions (e.g., schools, nursing homes) borrowed materials.
- The LBPH on-line catalog is a big hit! More than 33,000 online catalog searches were performed. Users with Internet access (through PCs with screen enlargement software or speech or braille output) are able to search for and order their own books.

Where Are They Now?

Kevin Cherry, Access to Special Collections Consultant and project director for North Carolina ECHO, accepted a position at East Carolina University as Instructor in their Department of Librarianship, Educational Technology, and Distance Education. In only two years, Kevin took NC ECHO from idea to award-winning reality (recipient of Solinet's Preservation and Electronic Information award for 2002). Fortunately for NC ECHO, Kevin will continue to serve on the Access to Special Collections Work Group. Project staff Kim Cumber and Donna Baker will take on leadership roles for NC ECHO.

On May 31st, Pat Williamson resigned as Administrative Officer for the State Library to become Executive Assistant with the Z. Smith Reynolds Foundation in Winston-Salem.

Carrying Out the Census

In early June, Michele Hayslett (the State Library's liaison to the State Data Center) and Charles Lanier and Bob Coats (State Data Center staff) visited Greenville, North Carolina at the invitation of the local Public Library Affiliate of the State Data Center network. The three conducted several Census data workshops that were free and open to the public. Separate sessions were tailored to the information needs of county and city planners, business people, and the general public.

Dirck Spencer, Sheppard Memorial Library, Greenville, promoted the event to the public and other area libraries and made arrangements for a suitable meeting space. Due to the overall tight budget situation, this trip would not have been possible without the sponsorship of the Sheppard Memorial Library.

If you are interested in sponsoring a similar workshop, contact your regional Public Library Affiliate. Affiliates will coordinate visits within their regions to maximize the number of people who may attend. Not sure who your regional Affiliate is? Visit the State Data Center site at http://sdc.state.nc.us/frame_start_contacts.html and click on your county.



New Commissioners

The State Library Commission met on August 6th. Present at the meeting were six newly appointed members of the commission:

- Elizabeth Nell Hall, Nebo (1999-2003/Speaker of the House Appointee)
- Jean Lambeth Hart, Brevard (2001-2005/Gubernatorial Appointee)
- Mary E. Hatcher, Wilmington (2001-2005/Gubernatorial Appointee)
- Elizabeth Huntley Maddrey, Eden (2001-2005/Gubernatorial Appointee)
- George Miles, Boone (2001-2005/Gubernatorial Appointee)
- Susan Patterson Morrice Thompson, Warrenton (2001-2005/Gubernatorial Appointee)

The complete membership roster is available online at <http://statelibrary.dcr.state.nc.us/about/commiss.htm>.

The commission reviewed the proposed LSTA Five Year Plan, reactivated several committees (including the Youth Services Advisory Committee and the Public Library Development Committee), and they heard a brief report from Secretary Evans on the Department's legislative strategy.